

## REMARKS

In accordance with the foregoing, claims 1, 4, 9, 12-14 and 17 have been amended and claims 22 and 23 are new. Claims 1-23 are pending and under consideration. The rejections are respectfully traversed.

## REJECTIONS under 35 U.S.C § 102

Claims 1-21 stand rejected under 35 U.S.C § 102(a) as being anticipated by Goldhaber.

Claim 1 has been amended to include the elements of claim 9 prior to amendment, wherein claim 1 additionally recites: judging a level of contribution, of a questionnaire response, to said advertiser; and determining a reward amount for each questionnaire response on the basis of the level of contribution. Goldhaber column 17, lines 33-63 is directed to determining whether a sign-up process of the Goldhaber patent is performed correctly. "[I]f the consumer's account is "bad" ("no" exit to FIG. 12, decision block 224), then the process returns with a failure code (block 234)," Goldhaber column 17 lines 42-44. The reference does not judge "a level of contribution, of a questionnaire response, to said advertiser; and determining a reward amount for each questionnaire response on the basis of the level of contribution." For the reasons stated above, it is respectfully submitted that claim 1, and the claims that depend therefrom are distinguishable from Goldhaber.

Claim 7 recites: said post-purchase questionnaires include questions for gathering feelings and opinions said user has of said goods and/or services, or of the advertisers providing these goods and/or services, after said user purchases the goods and/or services corresponding to said distributed advertisement information. Goldhaber does not disclose the use of "post-purchase questionnaires." Goldhaber column 16, lines 6-17 discloses a user responding to questions about an advertisement, but not "feelings and opinions said user has of said goods and/or services," as these may only be ascertained after "said user purchases the goods and/or services corresponding to said distributed advertisement information." For the reasons stated above, it is respectfully submitted that claim 7 is distinguishable from Goldhaber.

Claim 9 has been amended to recite: wherein the level of contribution is calculated by using parameters corresponding to importance, credibility, novelty of the questionnaire response. Support for the amendment found on pages 28-32 of the disclosure. For the reasons stated above, it is respectfully submitted that claim 9 is distinguishable from Goldhaber.

Claims 12 and 13 are distinguishable from Goldhaber as the reference does not disclose a means of "receiving questions, regarding goods and/or services corresponding to said distributed advertisement information or regarding the specific advertiser providing these goods and/or services, from a specific user; storing said questions and then forwarding the questions to

said specific advertiser; receiving a response to said questions from said specific advertiser; and storing the response to said questions and then distributing the response to the questions to said specific user." The reference provides a method of receiving advertisements, but does not provide a method of asking a specific advertiser questions about the advertised product and receiving an answer in return to the question. For the reasons stated above, it is respectfully submitted that claim 12 and 13 are distinguishable from Goldhaber.

Claim 14 has been amended to additionally recite: wherein said control unit judges a level of contribution, of a questionnaire response, to said advertiser, and determines a reward amount for each questionnaire response on the basis of the level of contribution, in the case where a prescribed reward amount is paid to users who respond to questionnaires. The arguments as to claim 1 apply likewise to claim 14. For the reasons stated above, it is respectfully submitted that claim 14, and the claims that depend therefrom are distinguishable from Goldhaber.

Claim 16 recites: post-purchase questionnaires for said user to respond after said user purchases the goods and/or services corresponding to said distributed advertisement information. Goldhaber does not disclose the use of "post-purchase questionnaires." Goldhaber column 16, lines 6-17 discloses a user responding to questions about an advertisement, but not "said user to respond after said user purchases the goods and/or services corresponding to said distributed advertisement information." For the reasons stated above, it is respectfully submitted that claim 16 is distinguishable from Goldhaber.

Claim 17 has been amended to recite: wherein the level of contribution is calculated by using parameters corresponding to importance, credibility, novelty of the questionnaire response. Support for the amendment found on pages 28-32 of the disclosure. For the reasons stated above, it is respectfully submitted that claim 17 is distinguishable from Goldhaber.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Claims 20 and 21 are distinguishable from Goldhaber as the reference does not disclose a means of " upon receiving questions, from a specific user, regarding goods and/or services corresponding to said distributed advertisement information or regarding the specific advertiser providing these goods and/or services, said control unit stores said questions in said memory unit and then forwards the questions to said specific advertiser; and upon receiving the response to said questions from said specific advertiser, said control unit stores the response to said questions in said memory unit and then distributes the response to the questions to said specific user." The reference provides a method of receiving advertisements, but does not provide a

method of asking a specific advertiser questions about the advertised product and receiving an answer in return to the question. For the reasons stated above, it is respectfully submitted that claim 12 and 13 are distinguishable from Goldhaber.

Claims 22 and 23 are new. Claim 22 recites "A method for distributing advertisements to a user through a computer network, comprising: delivering to a user, a questionnaire to which the user responds; judging a level of contribution, of the response to the questionnaire; and determining a reward amount for each questionnaire response on the basis of the level of contribution." Support for claims 22 and 23 is found in the specification at page 8, line 15 through page 14, line 12 and page 28, line 27 through page 32 line 6.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.


Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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